

**REMARKS**

Claims 23-31 are pending in this application, and are presented for examination. Applicant appreciates the Examiner's consideration of Applicant's position, as discussed in the personal interview conducted February 8, 2005.

Favorable reconsideration of this application is respectfully requested in view of the foregoing interview and the following remarks.

**Claims 23-31 Recite Patentable Subject Matter**

In the Office Action dated February 10, 2005, Claims 23-27, 30 and 31 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Arita (U.S. Patent No. 5,821,926) in view of Gasperina (U.S. Patent No. 5,491,781). Claims 28 and 29 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Arita in view of Gasperina and further in view of Schindler (U.S. Patent No. 5,675,390). Applicant hereby traverses these rejections, as follows.

**1. Arita**

The Office Action asserts that Arita discloses at col. 10, line 62 – col. 12, line 63; col. 20, line 32 to col. 21, line 65; col. 24, line 44 - col. 25, line 21; col. 15, line 13 – col. 16, line 54; and the Abstract, selecting a button, magnifying only the selected button, and displaying the selected, magnified button, as recited in the claims.

Applicant respectfully submits that these cited portions of Arita contain no disclosure or suggestion of selecting a button, magnifying only the selected button, and displaying the selected, magnified button, for the following reasons.

**A. Column 10, line 62 – Column 12, line 63 of Arita**

The text of col. 10, line 62 – col. 12, line 63, of United States Patent No.: 5,821,926 to Arita is attached as item 1 of Appendix A to this paper.

At col. 10, line 62 – col. 12, line 63, Arita discloses that individual buttons such as “district” of Fig. 3b, for example, are linked to values stored in certain fields of the table shown in Fig. 2. The individual button “district” of Fig. 3b is linked to “FIELD 1” of the table shown in Fig. 2. If the individual button “district” of Fig. 3b is selected, a button for each value stored in “FIELD 1” of Fig. 2 is automatically generated. “Tokyo”, “Osaka” and “Aichi” are among the values stored in “FIELD 1” of Fig. 2. Thus, selecting the button “district” of Fig. 3b results in the automatic generation of buttons “Tokyo”, “Osaka” and “Aichi,” as shown in Fig. 4A. Similarly, the other individual buttons of Fig. 3b, i.e., “store”, “commodity” and “department”, are linked to “FIELD 2”, “FIELD 3” and “FIELD 4” of the table of Fig. 2, respectively. Selecting any of the individual buttons of Fig. 3b results in the automatic generation of a button for each of the values stored in the related “FIELD” of the table of Fig. 2, just as selecting the button “district” results in the generation of a button for each value stored in “FIELD 1” of Fig. 2.

Selecting an individual button of Fig. 3b does not result in magnification and display of the selected button.

As noted above, the outstanding Office Action asserts that Arita discloses at col. 10, line 62 – col. 12, line 63, selecting a button, magnifying only the selected button, and displaying the selected, magnified button.

Applicant respectfully submits that, as shown above, col. 10, line 62 – col. 12, line 63, of Arita does not disclose or suggest selecting a button, magnifying only the selected button, and displaying the selected, magnified button.

**B. Column 20, line 32 – Column 21, line 65 of Arita**

The text of col. 20, line 32 – col. 21, line 65, of United States Patent No.: 5,821,926 to Arita is attached as item 2 of Appendix A to this paper.

The outstanding Office Action asserts that Arita discloses at col. 20, line 32 – col. 21, line 65, selecting a button, magnifying only the selected button, and displaying the selected, magnified button.

At col. 20, line 32 to col. 21, line 65, Arita merely discloses that individual buttons can be selected out of the buttons shown in Fig. 16, in the order shown in Figs. 17-19, and that a history of each sequence of button selections is stored in a "button manipulation history table" of Fig. 20.

Arita does not disclose or suggest that selecting any of the buttons of Fig. 16 results in magnification and display of the selected buttons. Rather, Arita discloses that selecting a sequence of buttons shown in Fig. 16 results in the generation of a button history report to be stored in the "button manipulation history table" of Fig. 20.

Applicant respectfully submits that, as shown above, col. 20, line 32 – col. 21, line 65, of Arita does not disclose or suggest selecting a button, magnifying only the selected button, and displaying the selected, magnified button, as recited in independent claims 23, 29 and 30.

**C. Column 24, line 44 – Column 25, line 21 of Arita**

The entire text of col. 24, line 44 – col. 25, line 21, of United States Patent No.: 5,821,926 to Arita is attached as item 3 of Appendix A to this paper.

The outstanding Office Action asserts that Arita discloses at col. 24, line 44 - col. 25, line 21, changing a display size according to sales by selecting a button with the input unit, which results in a button ("Tokyo", for example) being redisplayed with the largest size (since sales were greatest in Tokyo).

Applicant respectfully submits that col. 24, line 44 – col. 25, line 21, of Arita does not disclose or suggest selecting a button, magnifying only the selected button, and displaying the selected, magnified button.

At col. 24, lines 44 – 56 and col. 25, lines 4-8, Arita discloses:

FIG. 24 shows an example in which the display sequence and **display sizes of individual buttons** among the same button group of the same button class **are changed according to the data values stored in the memory 3** corresponding to the individual buttons and displayed.

That is, in this example, **the data value, sales here, corresponding to each individual button of the button group "whole country" of the button class "district" as shown in FIG. 22(a) is secured, and the display sequence and display size of each individual button are changed on the basis of the data value (sales)** and displayed. An "individual button/corresponding data value table" as shown in FIG. 24(a) is set and stored in the memory 3.

*U.S. Patent No.: 5,821,926 to Arita col. 24, lines 44 – 56.*

Referring to FIG. 24(b), **the display sequence of individual buttons can be rearranged in the order of sales amount and redisplayed by directing "change of display sequence according to sales" with the use of the input unit 2 by means of, for example, a button.**[Emphasis added].

*Id., col. 25, lines 4-8.*

As shown by the portions of Arita cited in the outstanding Office Action, Arita discloses creating a button, which, when selected by the input unit 2, directs the "change of display sequence according to sales" defined by Arita as the rearrangement and/or resizing of all of the buttons of a particular class (such as "district") according to the value of a parameter (such as "sales") associated with each of the buttons of the particular class.

Thus, in order for an individual button, e.g., a button having the identifier "Tokyo", of a particular class of buttons, e.g., a class designated as "district", to be redisplayed in a magnified state, the routine "change of display sequence according to sales" must be executed by and the value of the parameter "sales" associated with the button "Tokyo" must be greater than the value of the parameter "sales" associated with all of the remaining buttons of the button class "district", e.g., "Tokyo", "Osaka", "Aichi," etc.

Arita discloses that the "change of display sequence according to sales" routine may be executed by selecting a button generated specifically for the purposes of running the "change of display sequence according to sales" routine.

Arita does not disclose or even suggest that a button such as "Tokyo" can or should be redisplayed in a magnified state by merely selecting the button "Tokyo". Rather, in all instances disclosed by Arita, the generation, display, re-display, etc. of a particular button occurs only by the selection of one or more different buttons. Likewise, in all instances disclosed by Arita, the selection of a particular button results in an action such as generation, display, re-display, etc. of a different button.

In view of the above, Applicant respectfully submits that col. 24, line 44 – col. 25, line 21, of Arita does not disclose or suggest selecting a button, magnifying only the

selected button, and displaying the selected, magnified button, as recited in independent claims 23, 29 and 30.

**D. Column 15, line 13 – Column 16, line 54 of Arita**

The entire text of col. 15, line 13 – col. 16, line 54, of United States Patent No.: 5,821,926 to Arita is attached as item D of Appendix 1 to this paper.

The outstanding Office Action asserts that Arita discloses at col. 15, line 13 – col. 16, line 54, selecting a button, magnifying only the selected button, and displaying the selected, magnified button. Applicant respectfully submits that col. 15, line 13 – col. 16, line 54 of Arita contains no disclosure or suggestion of the aforementioned features.

At col. 15, line 13 – col. 16, line 54, Arita discloses that the definition of a new, individual button is created by selecting as many individual buttons as necessary from among existing buttons and then entering a designation, or descriptive name, for the new, individual button. Selecting the new, individual button, once it is created, will produce the same result as selecting all of the individual buttons that were selected when the new, individual button was defined.

Selecting the arbitrary buttons from among the existing buttons does not result in the magnification and display of the selected buttons, nor does selecting the new, individual button result in the magnification and display of the new, individual button.

Applicant respectfully submits that col. 20, line 32 – col. 21, line 65, of Arita does not disclose or suggest selecting a button, magnifying only the selected button, and displaying the selected, magnified button, as recited in independent claims 23, 29 and 30.

**E. Abstract of Arita**

The entire text of the Abstract of United States Patent No.: 5,821,926 to Arita is attached as item E of Appendix 1 to this paper.

The outstanding Office Action asserts that the Abstract of Arita discloses selecting a button, magnifying only the selected button, and displaying the selected, magnified button. Applicant respectfully submits that the Abstract of Arita contains no disclosure or suggestion of the aforementioned features. The Abstract of Arita discloses, "Method of generating an operating button for computer processing, method of retrieving data with the operating button and method of displaying the operating button." Clearly, the Abstract does not disclose or suggest selecting a button, magnifying only the selected button, and displaying the selected, magnified button, as recited in independent claims 23, 29 and 30.

**2. Gasperina and Schindler**

Gasperina and Schindler are not cited for, nor do they, cure the deficiencies of Arita noted above. Gasperina is directed to a scroll box for changing a displayed portion of an image responsive to movement of the scroll box. Schindler is directed to an entertainment system integrated with a personal computer and having remote control features. Neither Schindler nor Gasperina discloses or suggests selecting a button, magnifying only the selected button, and displaying the selected, magnified button, as recited in independent claims 23, 29 and 30.

To qualify as prior art under 35 U.S.C. §102, a single reference must teach, i.e., identically describe, each feature of a rejected claim. As explained above, none of Arita, Gasperina and Schindler, alone or in combination, discloses or suggests each and every feature of independent claims 23, 29 and 30. Therefore, it is respectfully submitted that

Arita, Gasperina and Schindler, alone or in combination, neither anticipate nor render obvious independent claims 23, 29 and 30.

It is respectfully submitted that independent claims 23, 29 and 30 are patentably distinct over the applied art of record and in condition for allowance.

Claims 24-28 depend from claim 23 and claim 31 depends from claim 30. Thus, claims 24-28 and 30 are allowable for the same reasons as Claims 23 and 30, as well as for the additional subject matter recited therein.

Accordingly, withdrawal of the rejections in this application and the prompt issuance of a notice of allowability are respectfully requested.

### **CONCLUSION**

For at least the above reasons, it is respectfully submitted that claims 23-31 are patentably distinct over the cited references. Accordingly, favorable reconsideration and withdrawal of the outstanding rejections and an issuance of a Notice of Allowance are earnestly solicited.

Should the Examiner determine that any further action is necessary to place this application into better form, the Examiner is encouraged to telephone the undersigned representative at the number listed below.



In the event this paper is not considered to be timely filed, the Applicants respectfully petition for an appropriate extension of time. Any fees for such an extension, together with any additional fees that may be due with respect to this paper, may be charged to counsel's Deposit Account No. 01-2300, **referencing Attorney Docket No. 101216-09002.**

Respectfully submitted,

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Enclosures: Appendix A